



sasmira

(Approved body of the Ministry of Textiles, Govt. of India)



sasmira's

Business School

Approved by: AICTE, New Delhi

Sasmira Marg, Worli, MUMBAI - 400 030



About SASMIRA

The Synthetic & Art Silk Mills' Research Association (SASMIRA) is a cooperative venture of the Man-Made Textile Industry of India. Set up in 1950, SASMIRA is responsible for developing and managing the scientific and technological needs of the society. Gauging SASMIRA's diverse objectives and span of capabilities, it is recognized by the Council of Scientific and Industrial Research, under the Ministry of Science & Technology, and approved body of the Ministry of Textiles, Government of India.

SASMIRA is an organization involved in R & D, consultancy, technical and testing services to support the Indian Textile industry and having its presence over the last seventy years. In order to support the textile trade and industry by way of providing technical manpower, the Institute has established a Polytechnic college providing Diploma in Textiles and the educational activities are being held over the past seventy years.

In the over seven decades of its existence, SASMIRA has aptly demonstrated its credentials, serving the textile industry and accelerating its growth. Textile mills, processing units, garment manufacturers, traders and exporters have derived multiple benefits from SASMIRA's wide spectrum of services and facilities. Widening its scope and operations in the field of education, SASMIRA started SASMIRA's Business School (SBS) in the year 2017 with the objective to bridge the gap between class room learning and industry requirements.



Our Chief Patrons



President's Message

Shri. Mihir Mehta

President - SASMIRA

Sasmira's Business School (SBS) is an initiative of SASMIRA to serve the skill-based requirements of professionals in the corporate world. With the growing complexity of global businesses, B-School recruits are required to be equipped with new skills-sets, innovative ideas, and a rigorous mental toughness to sail through the current corporate turbulence. We at SASMIRA realize this and are delivering simulation-based teaching, and research-oriented learning to ensure that our students' contribution to the corporate exceeds their expectations. We ensure that management education helps students become more proactive and gearing up to meet the challenges of the competitive environment.

With the support of our competent and qualified faculty members with years of consulting/ corporate/ academic experience, coupled with modern infrastructure and diverse learning resources, SBS does not rest on past laurels and academic traditions but tries constantly to address a variety of challenges – the challenges of the ambitious individual, the developing nation and the ever-changing world.



Vice President's Message

Smt. Smitya Yeole

Vice President - SASMIRA

Sasmira's Business School (SBS) has been an exclusive icon of management education in Western India for the PGDM program. The cohesive team of faculty members at SBS focuses on building the competence of students through a broad spectrum of teaching aids and professional approach to enhance their employability and the overwhelming patronage of corporate recruiters. In addition, several training and development sessions are organized for the holistic development of the students and to take up any challenging corporate profiles and responsibilities.

The activity-based teaching involving diverse pedagogical approaches like Role Plays, Business Case Study Analysis, Simulation, Experiential Learning, Live Research Projects, Industry Review, Presentations, and Industry Internships helps the students to develop a pragmatic vision.

We are confident that these budding managers from SBS would successfully achieve key positions in the corporate world and will be an asset to the organization. Best Wishes!!



Senior Director's Message

Dr. Ashok Tiwari

Senior Director - SASMIRA

The true hallmark of education is the one by which character is formed, the strength of mind is increased, and the intellect is expanded, and by which one can stand on one's own feet. We at Sasmira, provide ample opportunities to our students to seek out that education, discover the truth, and to remember to use it well.

We believe in the holistic development of students. To achieve this, the institution enables the students to hone their managerial skills and get them acquainted.



Director's Message

Dr. Tandon Kamal

"Excellence and values" are our guiding principles which are reflected in every activity of the Institute. The management of SASMIRA have always emphasized adherence to excellence, ethics and values in all the educational institutions established by them.

We, at SBS, strive to create an environment conducive for management studies and encourage students to be a part of the academic life- force at our well-maintained and well-staffed campus. Education at SBS transcends above and beyond classroom and library driven pedagogy. It aims at a holistic development of students' personality, honing their skills and innate attributes.

About Sasmira's Business School (SBS)

In the academic year 2017-18, Sasmira's Business School (SBS) was introduced in the SASMIRA family of Educational Institutions with a vision to offer high quality, career oriented and comprehensive business education that combines well with strong humanistic, social and ethical values.

SBS offers various programmes for harnessing the employability skills of the students and making them industry ready. Under SBS, we offer Post Graduate Diploma in Management (PGDM) which is two years full-time AICTE approved programme in the nature of an accelerated management and business administration designed specifically to meet challenges in today's corporate world.

This dual specialization PGDM Program is specifically designed keeping in mind that as a business professional one is required to integrate torrents of knowledge and data, provide accurate and actionable insights at lightning speed and perform as part of large teams, often spread across geographies and time zones. We also offer various short-term programmes to make students industry ready.

Vision

To offer high quality, career oriented and comprehensive business education that combines well with strong humanistic, social and ethical values.

Mission

1. To promote academic excellence through knowledge generation and dissemination.
2. To develop dynamic and industry-ready competent managers to lead in a changing global business development
3. To continuously monitor and upgrade academic processes to meet the needs of corporate world.
4. To build quality network with renowned academicians and industry experts in the corporate and social arena.
5. To nurture creativity and develop entrepreneurship skills to enhance employability and contribute to human resource development.
6. To promote diversity, inclusion and ethical participation in varied field of business across the globe.

Message from the Dean, SASMIRA'S BUSINESS SCHOOL

Dear Students,

Greetings from SBS!

SASMIRA's Business School (SBS), Worli Mumbai belongs to the SASMIRA family of Educational Institutions that share a tradition over 70 years and a rich educational heritage in the area of Textile and Management. SASMIRA's Business School is approved by AICTE and DTE and located in the heart of Mumbai city at Worli. It provides a congenial learning environment for students with state-of-the art infrastructure.

SASMIRA's Business School provides transformational experience to its students who are expected to maintain the highest standards of personal integrity, professional commitment and business ethics. It is a community that continues to grow the bond even when the days of campus life are over.

Our vision is to create future leaders who manage and create powerful organizations in the emerging corporate landscape. Academic rigour is reflected in the course design and delivery of our program. Various pedagogic tools help our students develop not only a holistic business perspective but an ability to seize opportunities in a competitive business environment. At the same time, they remain committed to the betterment of the society.

At SBS, students are encouraged to develop an entrepreneurial spirit in their personality so that they can spot opportunities, mobilize resources and develop innovative solutions to the critical problems of today.

The PGDM program at SBS is an attempt to address the need of business professionals. It aims to provide the students with cutting edge skills and knowledge required for successful career in management. PGDM program is designed with perspective to develop students to face the complex business problems. We at SBS strive to provide a quality learning experience that enables students from diverse cultural and academic backgrounds to acquire the ethical business skills and knowledge essential to succeed in today's global business market.

Our highly acclaimed faculty members shall bring forth the right mix of industry and academic experience. They are actively involved in their pursuit of creating and disseminating knowledge through teaching, research and training.

We equip students with appropriate managerial competencies, attitudes and technical skills in the core areas of finance, marketing and human resource. We believe to create various learning opportunities through our wide range of program offerings in a supportive and student-focused environment.

Our location in Mumbai has strategic advantage and enables us to have strong interface with business and industry.

I am very sure that your two years journey with SBS for professional management courses will add distinctive edge to your management career.

We look forward to welcome you to the SBS Family and wish you a bright career ahead!



Dr. Sanskruti Kadam

Dean, Sasmira's Business School

Post Graduate Diploma in Management (PGDM)

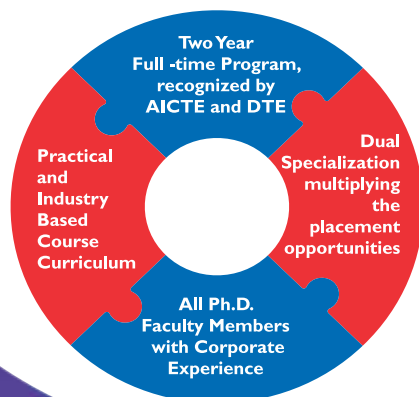
Post Graduate Diploma in Management (PGDM) is a two-year full-time programme approved and recognized by All India Council for Technical Education (AICTE), New Delhi, Directorate of Technical Education (DTE), Mumbai, Maharashtra & Government of Maharashtra.

The PGDM program at SBS is a unique 'Three Dimensional' structure offering 'Functional Specialization', 'Sectoral Specialization' coupled with emphasis on entrepreneurship and transformational leadership. The teaching pedagogy at SBS is application-based and experiential learning.

Dual Specialization offered:

- Major Specializations: FINANCE / MARKETING / HUMAN RESOURCE
- Minor Specializations: Digital Marketing, International Business, Rubber Industry, Textile Industry, Pharmaceuticals Industry, Films and Mass Media, Production Management and Operations, Banking, Financial Services and Insurance (BFSI), Retail Management, Entrepreneurship.

Program Overview:



Why Choose SBS PGDM Program

- Approved body of Ministry of Textiles :SBS Belongs to the legacy of SASMIRA, which is approved body of the Ministry of Textiles, hence the goodwill garnered by the parent body penetrates deep in inculcating the values and leveraging the business relationships for SASMIRA's Business School.
- Strategic Location :The location of SBS at Worli is amidst the corporate hub and hence it is obvious why SBS is the first choice for companies – for final placements and summer internships.
- Placement Opportunities :We provide 100% placement assistance for all students as we have long business associations with our regular recruiters. Students at SBS are provided with paid internships, live projects increasing their employability opportunities with top corporates across India and at global level.
- PGDM with Dual Specialization :The PGDM program at SBS is specifically designed considering the requirements of the industry.The unique dual specialization concept enables the students to select the combination of functional and sectoral preference. This unique combination gives an upper edge to our students in comparison to other post graduates students.
- Industry Based Course Curriculum :To make students industry-ready, SBS offers contemporary curriculum which is designed and updated in consultation with subject experts from the academics and industry.
- Objective Oriented Teaching Pedagogy : At SBS, the teaching is not limited to classroom teaching. Local, Domestic and International Industrial visits are conducted on regular basis to acquaint students to real time business environment. Guest lectures by Industry experts, Role plays, Case study discussions, Workshops, Conferences, Webinars and Seminars are integral part of the teaching pedagogy.
- Holistic Personality Grooming : Grooming sessions are organised to enhance the overall personality of the students. Management decision labs, Language labs, Training workshops are specifically designed to develop their personality at 360 degree level.
- Short Term Courses Offerings : Students of SBS have an added advantage due to the wide range of short term courses offered to enhance their proficiency. Some of the short-term courses offered are Foreign language programs, MS Excel, Digital Marketing, Program on Commodity Markets, Basics of Stock Market and many more.

Core Faculty Members

The faculty forms the backbone of any educational institution. At SBS, we are particularly proud of our faculty's dedication to research, teaching and academic excellence. We feel proud to inform that all our faculty members are Ph.D. and experts in their relevant field of specialization with rich experience in corporate and academics. Their multinational backgrounds, academic strengths and social presence have helped us create a learning environment that is encouraging, stimulating, and challenging.

Infrastructure



Wi-Fi enabled Campus

The entire campus is Wi-Fi enabled with separate Administrative Block, Lecture Rooms, Tutorial Rooms, Discussion Room, Auditorium, Library, Computers Labs, and Cafeteria. The facilities have

been designed keeping in mind the flexibility needed to produce a continuous stream of innovations in education and research designed to meet and anticipate the evolving needs of business/industry. The Institute is located at a strategic location amidst the Corporate Hub in the neighbourhood.



Computer - Labs

The Institute has a fully air conditioned, well equipped computer laboratory having multiple terminals with latest configurations. The computer laboratory is also equipped with latest software, hardware, laser printers, scanners & E-training modules. With Wi-Fi enabled

campus the students have access to internet facility for getting updated information regularly. Software like SPSS is installed to cultivate the nature of research in the mind of students.

Indoor Sports Room

As the popular adage goes “All work and no play make Jack a dull boy”, SBS takes care that students are exposed to many sports’ recreation activities in the form of an indoor sports room in the campus itself. Indoor sports like Carrom, Chess and Table tennis are facilitated in the sports room to keep the students energetic and refreshed always.

State-of-the-art Classrooms

SBS has been quick to adopt technology in the classroom, in order to make learning an interactive experience by providing fully air-conditioned classrooms with ceiling mounted LCD projector, sound systems and laptops.



Library

Our library has subscribed 62 journals including 40 national and 22 International journals each, besides leading 6 daily newspapers being available. Our library has about 10,500 management books in different functional areas of management such as Marketing, Finance, Human Resource, Production, Operations and Information Technology among others.

In order to meet the learning challenges and to augment the market-based economy, management databases such as Proquest and J-Gate have been added in our library resources. We also have online Ebrary (ebook database) containing around 21000 titles/books.



Cafeteria

Most of the long-lasting friendships and memories are brewed in the college canteen. Being an integral part of the college life, the spacious cafeteria at SBS provides a perfect ambience to cater the taste buds of the students. Serving pure vegetarian food, the college cafeteria is also a place to discuss with friends and relax during the break.



Local Industrial Visit to Bisleri Plant, Mumbai



Domestic Industrial Visit to Shimla-Chandigarh

Guest Lectures /Workshops / Conferences

We invite eminent speakers from the industry and academicians alike to share their enriched experience and the business trends with students. This enables the students to understand the reality and the work culture prevalent in the industry and equips them for being Campus to Corporate ready.

Industrial Visits – Local, Domestic and International

SBS regularly organizes various local, domestic and international industrial visits to sensitize students about the practical challenges faced by today's corporate world. It also helps students to become well-acquainted with current professional and business environments. These visits provide an opportunity to students to explore functional areas in different sectors like IT, Manufacturing and services, finance and marketing.



International Industrial Visit to Dubai



International Industrial Visit to Malaysia



CSR Activities

SBS always strives to cultivate a spirit of social responsibility amongst the students and bring the multidisciplinary contributions of various faculties under a single umbrella to improve the understanding of Governance and Social Responsibility. At SBS, students are encouraged to participate in various social initiatives and develop themselves into corporate responsible citizens.

Cultural Events

We believe in celebrating all Cultural festivals with equal fervour. Students get an opportunity to showcase their creativity and leadership skills by organizing and participating in various cultural events throughout the year. The Annual Cultural Festival is the heart of the SBS PGDM program which each student looks forward to every year.



Business Events

Business Events bring alive the competitive zeal and the entrepreneurial spirit among the students. The significance of team work is practically experienced in the Business Fest where students display exemplary spirit of enterprise and participate in a competition to outclass each other in the area of innovation and sharpen their business acumen.

Placements

SBS provides 100 percent placement assistance to students in association with ever lasting relationship with renowned corporate across the geographical boundaries. Students are groomed for placements and made industry ready by organizing various workshops and training sessions on Resume building and Resume writing, Group Discussions and Mock Interviews to acquaint them with Final Placement interviews process.

Some of the Regular Recruiters at SBS are: Berger Paints, Morning Star, Indusind Bank, Antraweb Technologies, Axis My India, ITC, Insync Analytics, Jaro Education, JM Financials, ICICI Bank, HDFC Bank, Edelweiss Broking Ltd., Motilal Oswal, Meril Life Sciences, Pincllick Pvt. Ltd, Citigroup NCR, Indiabulls etc.

Internships

Two months summer internship is a mandatory requirement of PGDM programme with an objective to familiarize the students about the corporate culture and their functioning. Students get acquainted with the functional domain and get practical exposure under the guidance of corporate and academic mentor in the most effective way.

Live Projects

Live Projects are integrated in the curriculum itself so that the students get the practical exposure of the theories learnt in the classroom. Regular internships and live projects are provided in SBS with reputed companies like Himalaya, Amul, Britannia, Flipkart among others to further enhance their employability opportunities.



Vishal Khedekar (Executive – International Sales, Meril Life Sciences Pvt. Ltd)

The cutting-edge curriculum at SBS combined with the state-of-the art infrastructure worked wonders for creating a learning environment and gave me the corporate thrust required for my career. The faculty members are expert in their field and their support ensured a bright career for us.



Anuradha Mishra (HR Executive – Rishabh World Ltd.)

Two years at SBS has completely transformed my personality on 360 degrees, from being a shy, introvert and timid girl to a confident, extrovert and a corporate professional. Apart from academics, SBS provides an environment of overall development with equal focus on academics and extra-curricular activities. Joining the PGDM

program at SBS was the best decision of my life and I am sure SBS will churn out many more corporate leaders in future.

Manju Mudaliyar (Virtual Engagement Executive – Indusind Bank)

At SBS we were provided a learner –centric environment which not only trained us in the academic curriculum but also motivated us to push ourselves to achieve the zenith in our career. The highly intellectual, experienced and supportive faculty members provided us the required exposure to expand our horizons of knowledge. SBS indeed was a true game changer in my life.



Rutuja Vichare (Customer Relationship Executive- HDFC LIFE)

At SBS, we were exposed to the real time situations of corporate world in terms of Case studies, live projects and internships. SBS provided me with the best platform to enhance my conceptual knowledge as well as my soft skills which helped me stand out and face the competitive world with more confidence.



Admission Process

Eligibility

Bachelor's Degree in any Discipline from a recognized University with minimum 50% marks in aggregate or equivalent grade. Applicants appearing for final year degree examination can also apply. However, if selected, a proof of completion of their graduation with minimum 50% marks needs to be submitted for the final confirmation of admission.

Applicants who have appeared in one of the following written aptitude tests are eligible to apply: GMAT/ CAT / CMAT / XAT / MAT / ATMA / MH - CET

Admission Procedure

Three – Step Admission procedure is employed at SBS:

1. Personal Interview of the Candidate for initial screening
2. Once, the personal interview is cleared, the candidate must bring all his original documents to the Institute for Document Verification process.
3. Once the documents are successfully verified, the candidate has to fill admission form and confirm his admission by making an interim payment as admission processing fees.

Mandatory Documents

Short listed candidates are required to submit two sets of self-attested documents as per the following sequence at the time of document verification:

1. 10th, 12th and Degree (Semester/Year Wise) Marksheets and Certificate
2. Aptitude Test Scorecard, whichever is applicable
3. Leaving Certificate from the Graduation College
4. Work Experience Certificate (if any)
5. Gap (if any) Affidavit (Period after Graduation till Admission Date)
6. Photographs – 2 Nos. (Stamp Size). Please write Name on the back side of the photograph along with the given registration number.
7. Aadhar Card/ Passport / PAN Card / Birth Certificate

All shortlisted applicants must bring ORIGINAL DOCUMENTS for verification at the time of admission.

Our Regular Recruiters





sasmira's

Business School

Approved by: AICTE, New Delhi

Sasmira Marg, Worli, Mumbai – 400030, Maharashtra.

Office Nos. - 022-24938753 /24938754

Email: admin@sbsm.edu.in / sbs@sasmira.org Web: www.sasmira.org

Mr. Sambhaji Kumbhar, Administrative Officer, 99871 74424

Dr. Sanskruti Kadam, Dean- SBS, 9702267700

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